

Survey Analysis: Bacon Academy Magnet Program

February 11, 2025



Survey Overview and Methodology

- Committee members
- Survey conducted through multiple channels from January 10th – 16th
- Total respondents: 596 with 293 participating in the open-ended responses
 - 352 parents of students in CPS
 - 120 community members
 - 70 current students in CPS
 - 54 CPS Staff
- Key stakeholders: Parents, Students, Staff, Community Members
- Limitations: Anonymity, time constraints, BOF survey dependency
- Data collection objective: Assess community sentiment
- Full survey data access available in raw data and analysis sheets

Community Response Distribution

CPS Staff Sentiment:

Positive: 21%
Negative: 21%
Neutral: 58%

BA Students Sentiment:

Positive: 3.5%
Negative: 24%
Neutral: 72.5%

Community Sentiment:

Positive: 6%
Negative: 55%
Neutral: 39%

CPS Parents Sentiment:

Positive: 12.7%
Negative: 55.8%
Neutral: 31.5%

Key Survey Findings

- Question 10 Results (Magnet School Positive Impact):
 - CPS Staff: 87% Yes
 - CPS Parents: 42% No
 - BA Students: 36% Uncertain
- Notable divergence in stakeholder perspectives
- Strong interest in financial impact on taxpayers
- Community alignment challenges identified

A SWOT Analysis

(Strengths, Weaknesses, Opportunities, and Threats)
can help assess the viability of the HAPS program.

- Strengths – Internal factors that give an advantage over others
 - strong brand, unique skills, loyal staff
- Weaknesses – Internal factors that put you at a disadvantage
 - lack of resources, limited expertise, poor location
- Opportunities – External factors that could be leveraged for growth or success
 - market trends, new technology, partnerships
- Threats – External factors that could cause trouble or challenges
 - competitors, economic downturns, changing regulations

SWOT Analysis: Strengths

- Relatively Strong Dataset
- Unique Opportunity
- Positive Feedback
- Solutions-Oriented Input

SWOT Analysis: Weaknesses

- **Survey Considerations:**

- Dataset limitations
- Broad interest in other subject areas for Bacon Academy

- **Program Considerations:**

- State funding dependence
- Securing community support for a HAPS building presents a complex challenge

SWOT Analysis: Opportunities

- Regional Collaboration
- Expanding Student Opportunities
- Strategic Planning for a Magnet Program
- Diverse Program Pathways:
 - A total of **314 ideas** were **submitted** across all groups

Pathway Ideas:

Colchester Community – 54

CPS Staff – 19

BA Students – 47

Parents – 194

*pathway ideas ranged from STEM, to Trades, Medical (Nursing, Public Health), and more

SWOT Analysis: Threats

Changing Regulations & Funding:

- Proposed ECS Funding Changes
- 2025 – 2026 Operational Budget

Negative Perceptions & Trends:

- Parents and the Colchester Community were against HAPS
- BA Students and CPS Staff leaned more neutral or in-favor
- Most respondent groups identified fears about students “outside” of Colchester

*Without a majority consensus, HAPS initiatives face inherent risks, especially if town-wide support (a budget referendum) is needed.

Threat – Funding Analysis

CODE	COUNTA of SENTIMENT	SENTIMENT	COUNTA of SENTIMENT
Building cost	6	Negative	147
Cost-benefit analysis	43	Neutral	114
Existing needs	3	Positive	32
Impact on staff	2	Grand Total	293
Impact on students	35		
Impact on teachers	9		<i>50% Explicitly negative</i>
Logistics	2		<i>10% Explicitly positive</i>
N/A	24		<i>(of Question respondents)</i>
None	107		
Referendum cost	3		
Taxpayer details	49		
Transportation cost	2		
Tuition cost	1		
Unsure	7		
Grand Total	293		



**293/596 = 49% of Total Respondents*

*107/293 = 37% of Question Respondents said **no additional info needed***

Stakeholder Analysis

- Clear division between stakeholder groups
- Staff generally supportive
- Parent community concerns
- Student neutral stance
- Community mixed response
- Need for alignment strategy

Stakeholder Analysis

PARENTS		STUDENTS		STAFF		COMMUNITY	
SENTIMENT	Total	SENTIMENT	Total	SENTIMENT	Total	SENTIMENT	Total
Negative	101	Negative	7	Negative	4	Negative	48
Neutral	57	Neutral	21	Neutral	11	Neutral	34
Positive	23	Positive	1	Positive	4	Positive	39
Grand Total	181	Grand Total	29	Grand Total	19	Grand Total	121
	55.80%		72.41%		57.89%		39.67%
	Negative		Neutral		Neutral		Negative
	31.49%		24.14%		21.05%		32.23%
	Neutral		Negative		Positive		Positive
	12.71%		3.45%		21.05%		28.10%
	Positive		Positive		Negative		Neutral

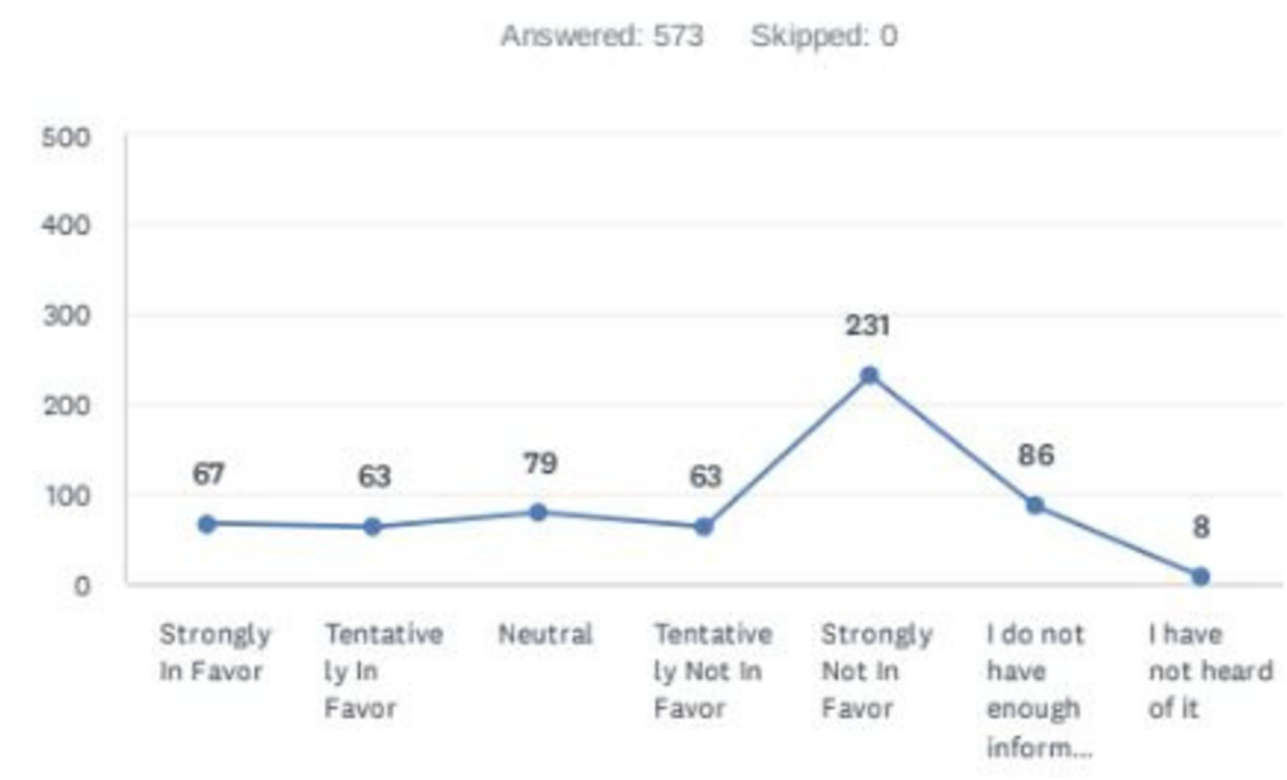
45.71% Negative

35.14% Neutral

19.14% Positive

BOF Survey Question 12

Please indicate your current opinion related to the Bacon Academy magnet school program proposal.



ANSWER CHOICES	RESPONSES	
Strongly In Favor	11.69%	67
Tentatively In Favor	10.99%	63
Neutral	13.79%	79
Tentatively Not In Favor	10.99%	63
Strongly Not In Favor	40.31%	231
I do not have enough information	15.01%	86
I have not heard of it	1.40%	8
Total Respondents: 573		

Recommendations

- Explore Rivereast as a community-wide communication platform
- Full Board should interpret the survey data based on our analysis and insights to determine next steps collectively